

MUSIC PRODUCTION

Hand Washing Public Service Announcement

THE SCENARIO: Our Music Production class is transformed into the Creative Division of a Madison Ave. advertising agency. A client approaches us to bid on an upcoming PSA (public service announcement) they want to produce to air on PBS during children's programming (i.e. Sesame Street, etc.). Our division will divide into three groups to produce three different concepts from which the client can choose. Even though the groups are working competitively – the winning group receives a “bonus” – we are also pulling for one another and may help one another (i.e. performing on their tracks, etc.): if the client doesn't choose one of our concepts, our agency loses a lucrative contract.

HERE'S WHAT THEY WANT: A Song About Proper Handwashing

Music for a Music Video. The song is intended to be used to make a music video for the proposed audience. The lyrics and musical accompaniment should be engaging, compelling, and irresistible for elementary-aged children. Humor and wit is suggested.

Length. The music may be anywhere between 60 seconds (not a second shorter) and 120 seconds (not a second longer).

Key Lyric Points. The video must *in some way* present the steps for good hand washing:

- 1) Wet hands with clean, running water and apply soap
- 2) Rub hands (including back of hands, between fingers, under finger nails) all over for 20 seconds (i.e. sing “Happy Birthday” or the ABC Song 2x)
- 3) Rinse under running water
- 4) 4) Dry with clean towel or air dry

Sung/Vocal. An implied criteria is that this song **MUST** feature a vocalist singing the lyrics in a clear, easy-to-understand way. Other vocalists (duet, background, etc.) are fine but are optional.

OTHER CRITERIA/PARAMETERS. Our agency has added these additional factors:

- ❖ Timeline: Complete lyrics and concept music demo (enough of a demo track to give us an idea where you're heading with the project) must be presented to the class on Wed., Dec. 19. Or Thurs., Dec. 20. The final, produced concept track must be submitted for selection by the client on Fri., January 11.
- ❖ Follow parameters presented in the grading rubric.

Music Production FINAL PROJECT Grading Grid

Team Members: _____

Working Title: _____

CATEGORY	SCORE
<p>TIMING: If your project is “all music” it should be approximately 1:00-2:00. After discussing your project with Dr. Watson, you and he will agree on an appropriate target length.</p> <p style="text-align: center;"> </p>	
<p>DEPTH of PRODUCTION: Regardless of length, your project should incorporate multiple tracks representing various timbres and means (loops, external synth patches, live instruments, live vocal, sound effects, etc.), doublings/resonance, and melodic/harmonic elements.</p> <p style="text-align: center;"> </p>	
<p>EXECUTION/EXPRESSION: This includes things such as timing, strong performances (whether real time or programmed), and use of controllers and other features to create expressivity.</p> <p style="text-align: center;"> </p>	
<p>PRODUCTION QUALITY: Recording signal and levels, mixing, effects and more. Do you use the tools and techniques of this course to communicate your artistic vision? Are things such as signal clarity and signal level a distraction?</p> <p style="text-align: center;"> </p>	
<p>AESTHETIC STATEMENT: This is our subjective reaction to your artistic voice. If terms like creative, fresh, “classic”, or clever/witty come to mind, you’re in great shape! If expressions such as overly repetitive, lacks interest, monotonous, or sounds hastily slapped together come to mind, you’ve missed the mark ☹. Think about layering, the 100% Rule, and form, etc.</p> <p style="text-align: center;"> </p>	
TOTAL SCORE	

COMMENTS: